

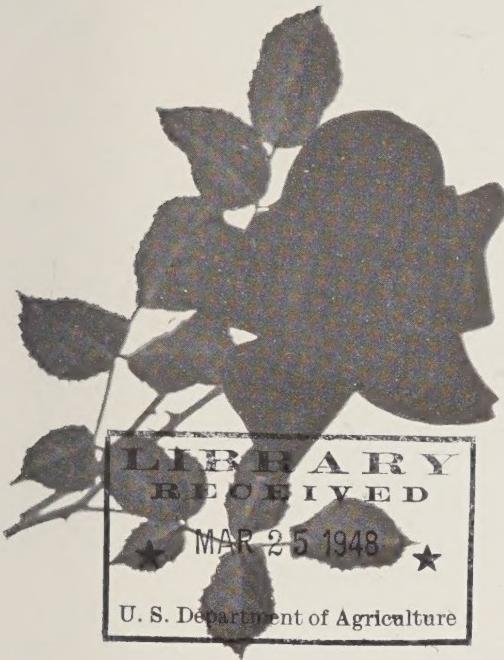
Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.83

=1940=

Jesse Breedlove's Personal Message



Above is pictured the *General MacArthur* Rose, which we have featured for six years. It has crimson-scarlet buds and blooms, always well shaped and very fragrant. The plant is erect, flowering freely in successive crops, with good foliage, easily protected from disease. \$1.00 each; \$10.00 per doz.



Jesse Breedlove

Founder and Present General Manager

DUE TO DEMANDS beyond our expectations, the supply of our beautiful, four-color catalog has been exhausted. To fulfill this daily increasing demand we have prepared this supplemental catalog for distribution. Our next complete 4-color catalog will be available in the fall.

We founded our business twenty-one years ago on the principles of fair dealing and reliability. It has always been our policy to supply our customers with the best plants we could grow for them. That, we have always believed, is the best advertising we can do. It is our sincere purpose to continue our business on these principles.

The growth of our business from two acres of rented land to its present proportions (3 to 4 million plants annually) can be attributed to the fact that we have always undertaken to meet the exacting standards we set for ourselves in the beginning. It has not always been easy, but we have trained ourselves and our employees to do our best at all times. Your orders receive the most painstaking and careful attention to the least detail, and we will ship only good stock to our customers.

This catalog carries only a partial list of our large stock of fine plants. We shall appreciate any inquiry about the plants you need. Your landscape plans will receive careful attention, and we shall be glad to help you work out your problems. Our years of experience and our force of trained workers are at your service.

This is a young man's age, and in keeping with the trend of the times, young men with a future are in charge of soil conservation, landscape art, propagation, sales and shipping in our business. They are building the nursery business with confidence in the future and their aim is to grow the best stock for a discriminating public. These partners are my sons, Bill, Jesse, Jr., and Bob, Herschel Stallings, Edwin Lingner, and Charles Eikner.

Breedlove's Roses, shrubs and trees are propagated, grown and shipped under the most modern and exacting methods, and all operations are under the supervision of trained and practical experts in their lines. Over twenty years of experience in the nursery business goes into the growing, packaging and shipping of every order of plants. This assures the customer of the finest of plants and the best of service.

The soil and climate of our region are particularly adapted to the growing of excellent plants. Two-thirds of all the outdoor Roses grown in the United States are produced within a radius of fifty miles from our fields. We hold membership in the American Association of Nurserymen, the Texas Association of Nurserymen, the Texas Rose Research Foundation, Inc., the American Rose Society, and the East Texas Rose Growers Association.

More than 1,300 acres of ground are owned and operated by the nursery, and our office, storage and shipping buildings total more than 48,000 square feet of floor space. Our cold-storage room has a capacity of 250,000 plants, which means we will be able to make your shipment at the best planting time.

Our fields of Roses are dusted with a copper-sulphur compound within twenty-four hours after each rain to prevent black-spot. A six-row, power-driven machine, mounted on a powerful tractor, insures coverage of the ground before trouble begins. You get healthy plants from these fields.

BREEDLOVE NURSERIES, TYLER, TEXAS

PLANTING AND CARE of ROSES

By Jesse Breedlove



For the benefit of new Rose growers who will receive our plants for the first time, and also to help those who may be interested in checking on methods of growing Roses, we recommend the following:

PREPARATION OF SOIL

Select a place where there will be sunshine at least half the day—not under trees, nor too close to hedges or other plants that will rob the Rose bushes of food and water. Remove old vegetation from the ground. Provide plenty of space for your bushes. If they are planted in rows, let them be at least $3\frac{1}{2}$ feet apart which will give room for cultivation and cutting. The bushes may be as close as 18 inches in the row. If they are planted in beds, set them at least $2\frac{1}{2}$ feet apart.

Dig a trench a foot deep and $1\frac{1}{2}$ feet wide for each row. When Roses are planted singly, dig holes correspondingly large and deep. Fill the trench so that the union, where the top is budded to the understock, will be just at the top of the ground when the trench is filled.

PLANTING

Place the bushes in a tub of water as soon as they are unwrapped, and let them soak for at least an hour. Prune the roots to 12 inches in length and cut the tops back to 6 to 8 inches.

Set the bush over a mound of soil in the trench, letting the roots slope slightly downward. Cover the roots with good soil, packing lightly as the trench is filled and being careful to leave no air pockets. Soak well with water during the planting.

Keep a hill of soil 3 to 4 inches high about the branches during the winter months. Rake this soil away a little at a time when the first growth appears in the spring.

Caution:

Do not plant too deep. Leave the union of top and understock at ground level.

Do not plant in low, wet ground, but select a well-drained, sunny place for your Roses.

Do not wet foliage when watering. Let the water run on the ground until it soaks down to the deepest roots.

AFTER-CARE

Keep your Roses healthy. Use a good dust fungicide, preferably sulphur-copper Rose dust. Apply lightly each week, except during the hottest summer weather. Apply the dust within twenty-four hours after each rain.

For aphids—those little green sucking insects—use a nicotine, pyrethrum or rotenone insecticide. Follow directions on the package.

PRUNING

In cutting Roses, do not take long stems until the bushes have attained a good growth. When the plants are as large as you want them, prune only to keep them the size and shape you desire. Keep dead wood cut out at all times. Make sloping cuts just above leaf joint or next to the branches, and take care to

BETTY
UPRICHARD

leave no stubs. In pruning for exhibition flowers, more severe cutting will have to be done. In that case, cutting the plant back to within 4 to 6 inches of the ground will force out longer stems.

FERTILIZATION

No chemical fertilizer should be used in the soil when planting Roses. Directions on the package will tell you the amount to be applied after the plants are rooted and growing. Be careful not to use too much, for that will burn the plants in hot weather. Soak with water after each application.

SHIPPING SEASON

We begin our shipping season in the fall, as soon as our nursery stock is dormant, for it must be matured and ripened before it can be successfully transplanted. The season usually begins about October 1, and in our locality we can continue digging and shipping throughout the winter and into the spring months. Your orders will be filled as they come to us, or at the proper planting time in your locality.

GUARANTEE

We guarantee to ship you first-class, well-grown, healthy plants in good growing condition. Most failures are due to lack of watering before planting, lack of sufficient water after planting, improper care, over-fertilization, frost, etc., and we cannot therefore be held responsible for the results. However, we will replace at half the catalog price any plant or plants we sell that die, if notified by June 1 following planting, but in no case will we be liable for more than the purchase price of the plants.

REFERENCES

The Citizens National Bank, the Peoples National Bank, and the Tyler State Bank & Trust Company, Tyler, Texas; and Dun & Bradstreet, New York.

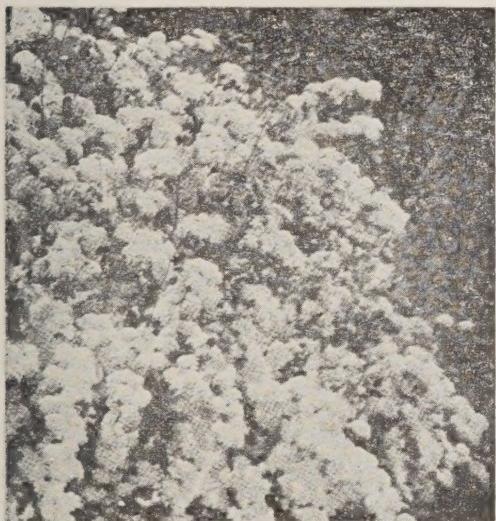
PRICES

Except where noted, all Roses in this catalog are 75¢ each; \$7.95 per doz.; \$14.95 for 25; \$27.50 for 50; \$50.00 per 100. Every plant in this catalog is sent to you prepaid.

FLOWERING SHRUBS



ALTHAEA, DOUBLE RED



SPIRÆA VANHOUTTEI



WEIGELA ROSEA

Honeysuckle, White Bush. A graceful shrub with large, pure white flowers in June, followed by crimson berries. Grows well in part shade. 18 to 24 in., 50c each.

Honeysuckle, Red. One of the most desirable Honeysuckles. Bears deep crimson flowers in great profusion through the summer, and in fall the scarlet berries appear. 18 to 24 in., 50c each.

Honeysuckle, Hall's. A splendid plant for covering banks. Will ramble on the ground in either sun or shade. Constant, fragrant bloom. 18 to 24 in., 50c each.

Hydrangea, Hardy. The well-known tree-like shrub with immense heads of white flowers that gradually turn pink as they age. Blooms in late summer. 18 to 24 in., 65c each.

Lilac, Persian Purple. Huge clusters of richest purple flowers with pleasing fragrance. Grows 6 feet tall and has rather small foliage. Makes a very fine hedge. 2 to 3 ft., 90c each.

Mock-Orange. Delightful fragrance makes this a prime favorite. Bears huge, double white flowers in large clusters that weigh down the branches. Blooms in May and June. Height 6 to 8 feet. 2 to 3 ft., 50c each.

Snowberry, Red. A bushy shrub with greenish red flowers and coral-red berries in clusters. Decorative foliage. Excellent for planting in part shade. 2 to 3 ft., 50c each.

Spiræa, Anthony Waterer. Very hardy shrub that grows well in full sun. Reaches 3 feet in height and bears flat heads of rose-pink bloom all summer. 18 in., 60c each; 10 for \$4.95; 25 for \$11.00.

Spiræa prunifolia. Grows 6 feet tall, with long sprays of pure white flowers in April and May. 2 to 3 ft., 75c each; 10 for \$6.50; 25 for \$13.75.

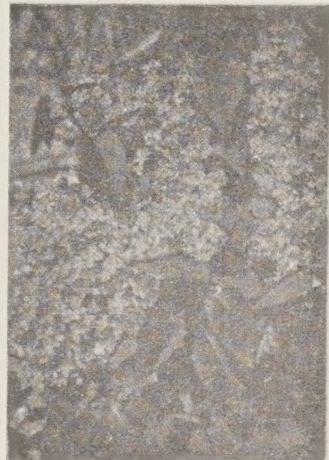
Spiræa Reevesiana. Blooms about a month after *S. prunifolia*. Large, dense umbels of white bloom on a 5-foot shrub. 2 to 3 ft., 75c each; 10 for \$6.50; 25 for \$13.75.

Spiræa Vanhouttei (Bridal Wreath). Perhaps the most graceful of all the Spireas. Flowers are snowy white. Grows 6 feet tall and makes a splendid hedge plant. 2 to 3 ft., 45c each; 10 for \$3.95; 25 for \$7.95.

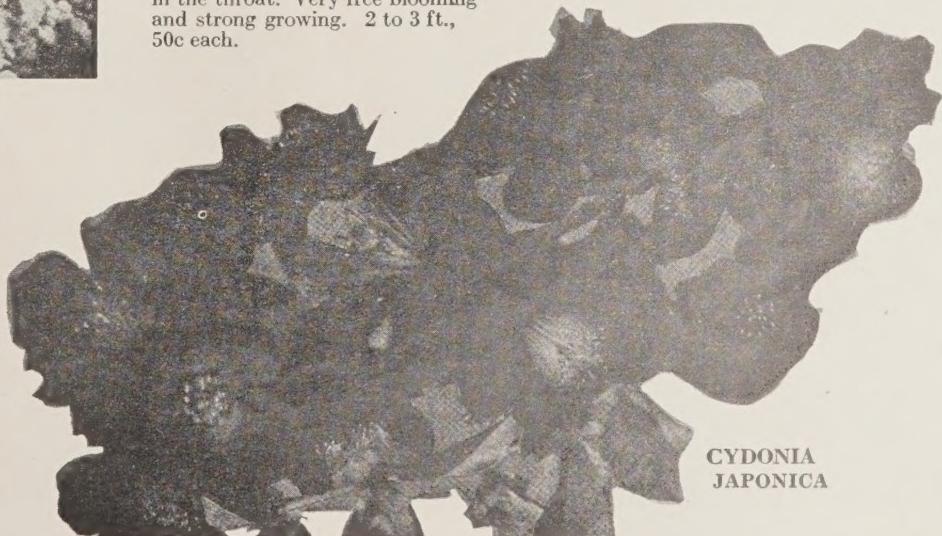
Weigela, Eva Rathke. Trumpet-shaped, deep crimson-red flowers in late spring. A large, sturdy shrub with very thick stems. Grows 3 feet tall. 12 to 18 in., 90c each.

Weigela Hendersonii. ar
at
to
so
lo
SOLD OUT ar
on
n-a
FOR THIS SEASON a
lo
10c, 50c each.

Weigela rosea. Varies from light rose-pink to dark pink, with a deeper tint in the throat. Very free blooming and strong growing. 2 to 3 ft., 50c each.



PERSIAN LILAC



CYDONIA
JAPONICA

Breedlove's FLOWERING SHRUBS

There are many places about your home grounds where these colorful, hardy shrubs will fit in. Their flowers and beautiful foliage will make them welcome at all seasons. As they grow larger they will provide shade. Few plants will give more satisfaction.

Althaea. Vigorous, upright shrubs that are fine as specimens. Grows 10 feet tall and blooms in late summer. Thrives in almost any location. **Double Red, Double Pink, Double Purple, Double White.** Also Single varieties in all colors. 2 to 3 ft., 50c each.

Butterfly-Bush. Long slender graceful plumes of flowers in midsummer. Delightful fragrance and lavender-violet color. Grows 5 to 10 feet tall. Needs to be pruned back severely every spring; bloom will come on the new shoots. 2 to 3 ft., 50c each.

Crape-Myrtle. Large shrub reaching 15 to 20 feet in height. Covered with heads of bloom all summer. An outstanding shrub. Pink, Red, White, Lavender. 18 to 24 in., 50c each; 2 to 3 ft., 65c each; 3 to 4 ft., 85c each.

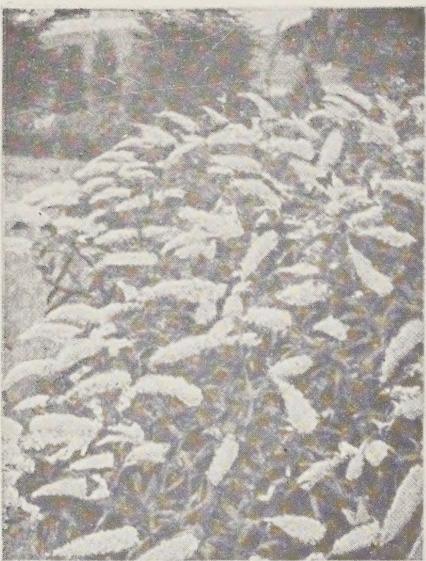
Cydonia japonica (Flowering Quince). Among the earliest-blooming spring shrubs. The bright scarlet flowers are spicy fragrant. May be grown as a specimen plant or as a hedge. In any location it makes a colorful picture. 18 to 24 in., 65c each.

Deutzia, Pride of Rochester. Large, double white flowers tinged rose on the back of the petals. Blooms profusely in midsummer. A vigorous, hardy shrub that has many uses, for it is very easily grown. 3 ft., 50c each.

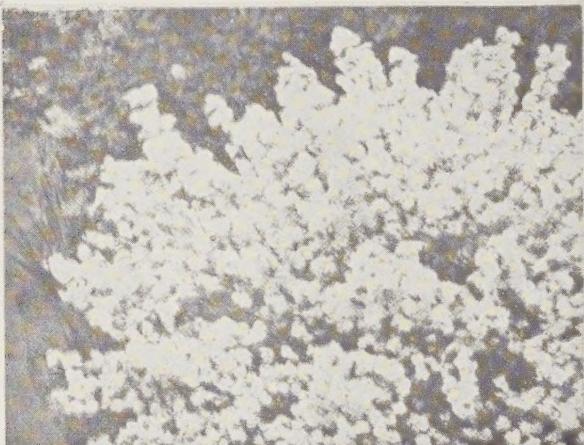
Flowering Almond. Small double pink flowers shaped like little roses, carried along the branches. Very abundant bloom in early spring. 18 to 24 in., 75c each.

Flowering Pomegranate.
SOLD OUT

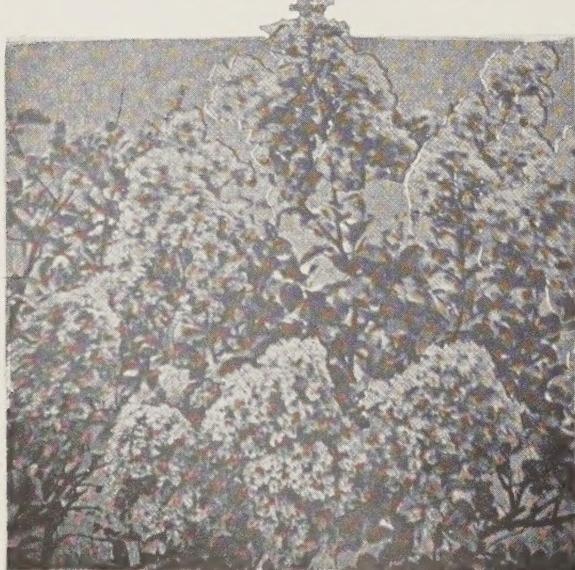
Forsythia (Golden Bell).
A showy picture in early spring, for the deep yellow flowers make a huge fountain of color. Very vigorous and dependable. 2 to 3 ft., 50c each.



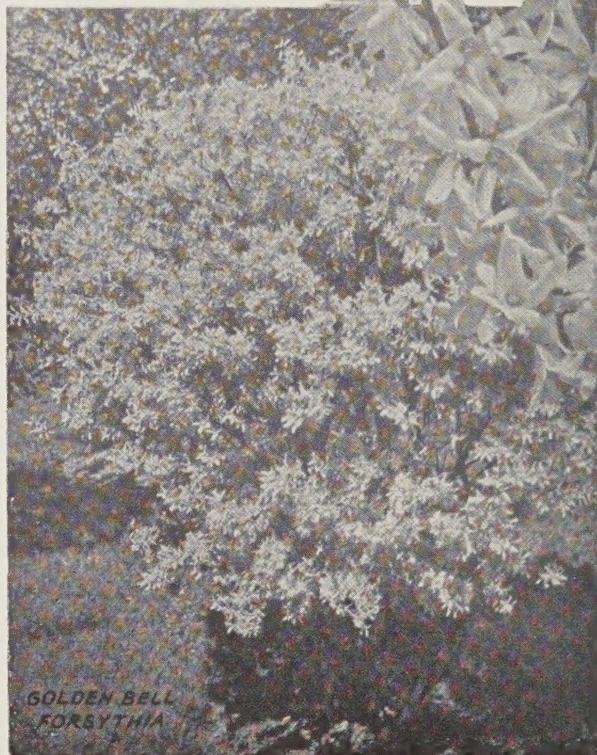
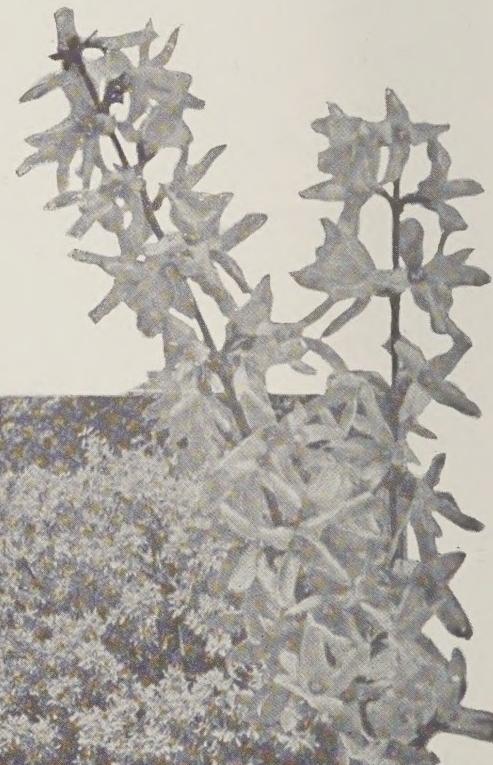
BUTTERFLY-BUSH



DEUTZIA, PRIDE OF ROCHESTER



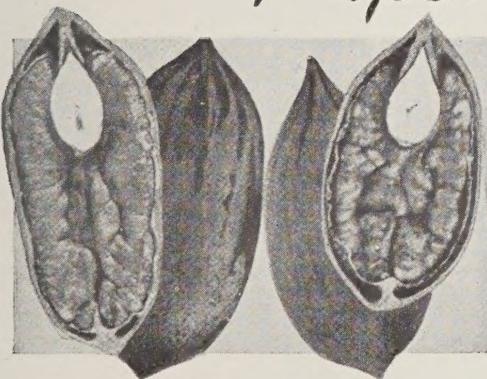
CRAPE-MYTLE



FORSYTHIA (GOLDEN BELL)



Paper-Shell PECANS



EASTERN
SCHLEY

WESTERN
SCHLEY

Burkett. Large, round nuts with very thin shells. The whole meat comes out easily. Very productive. One of the leaders of Western varieties.

Eastern Schley. Nuts are medium to large, oblong, rather flattened, light reddish brown. Thin shell, cracking easily. Full, bright kernel, rich in flavor. For Eastern States.

Moneymaker. Rounded, oblong nuts with full, richly flavored meat. Easy to crack. Yields a heavy crop. For Eastern States.

Moore. Small to medium-sized, round nuts; thin shell that cracks readily. Plump kernel of good quality. A dependable bearer in Eastern States.

Stuart. One of the oldest sorts. Large, oblong nuts of top quality, plentifully produced. Shell is medium thin; kernels full, plump, of good color. For Eastern States.

Success. An all-climate Pecan. Large, oblong nuts with medium thick shells. Very sweet flavor. For Eastern States.

Western Schley. A strain of Schley developed for Western States.

Any of the above, 2 to 3 ft., \$1.95 each; 3 to 4 ft., \$2.45 each;
4 to 5 ft., **SOLD OUT**; 5 to 6 ft., **SOLD OUT**; 6 to 7 ft., \$4.95 each

Hardy Pecans. Hardy native Pecans; medium-sized nuts. 2 to 3 ft., \$1.45 each;
3 to 4 ft., \$1.95 each.

WALNUTS

Thomas Black. Thinner-shelled, easier to crack. Usually bears within one to two years.

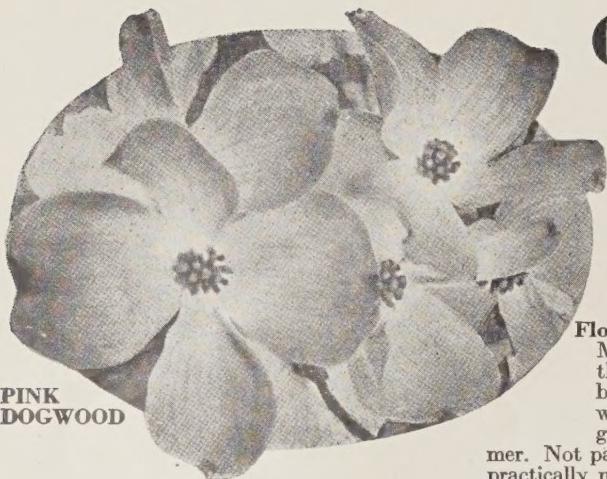
English, Wilson Wonder. Large, wonderful quality. A fine big shade tree.

SOLD OUT
FOR THIS SEASON

Either of the above two, 2 to 3 ft., \$1.95 each; 3 to 4 ft., \$2.45 each; 4 to 5 ft., \$2.95 each

Black. An immense tree bearing a heavy crop of delicious nuts. Very hardy. 3 to 4 ft., \$1.95 each; 4 to 5 ft., \$2.95 each; 5 to 6 ft., \$3.95 each.

ORNAMENTAL TREES

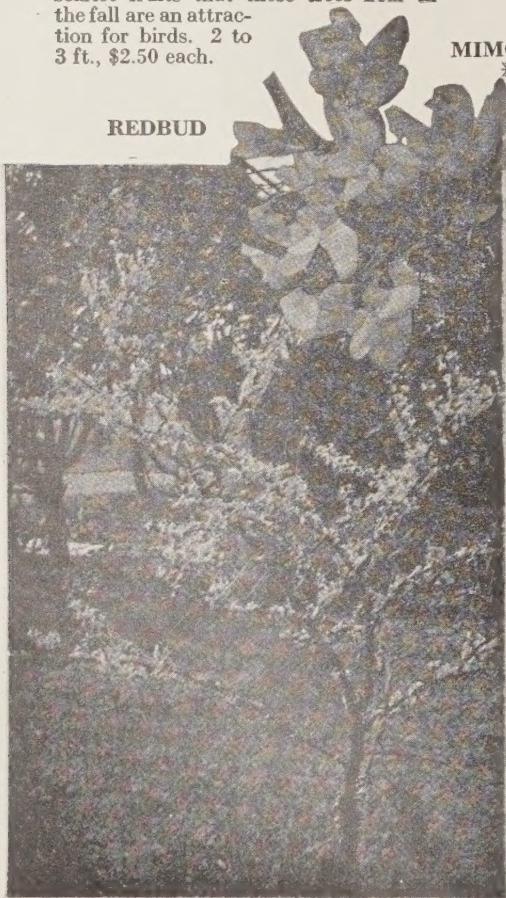


PINK
DOGWOOD

Dogwood, White. A native American tree beloved wherever it grows. In early spring the single, four-petaled, white flowers cover the branches in a charming way. A rapid-growing tree reaching to about 25 feet when full grown. Begins to bloom when very young. Most attractive. 2 to 3 ft., .75c each; 3 to 4 ft., \$1.00 each.

Dogwood, Pink. A deep pink sport of the White Dogwood that makes a striking specimen and looks very well planted with the white form. The scarlet fruits that these trees bear in the fall are an attraction for birds. 2 to 3 ft., \$2.50 each.

REDBUD



MIMOSA



The trees offered here are grown primarily for their magnificent display of spring bloom, although they are very acceptable for landscaping at any time of the year. Their clouds of flowers in early spring make the dreariest scene a veritable heaven of loveliness, and truly no home is complete without some of these trees. There is no need for you to envy them as they grow on someone else's land, for you can easily have some of your own blooming in a year or two if you act now.

Flowering Crab, Red or Pink.

Masses of bloom literally hide the branches in the spring before the leaves appear. A well-shaped tree of rugged growth, disease-free all summer. Not particular as to soil and needs practically no care. May be sheared or allowed to grow naturally. 4 to 5 ft., \$1.00 each.

Flowering Peach, Double Red or Single White.

A small tree that can find a place in almost any garden, for it does not require a great deal of space. The branches are covered with rosettes of flowers in early spring. May be planted at the edge of a tall shrub border to produce a charming picture. Needs to be pruned hard every year after the flowers are gone. 2 to 3 ft., .75c each; 3 to 4 ft., \$1.25 each.

Magnolia grandiflora. Magnificent is the word for the great Bull Bay. It sometimes grows to be 80 feet tall and makes a wonderful pyramid of dark evergreen foliage. Its huge, cupped, fragrant, creamy white flowers are produced over a period of several months. These are followed by large pods with bright red seeds. An impressive and wholly Southern tree, it needs to be planted with care in a setting worthy of it. 2 to 3 ft., \$1.95 each; 3 to 4 ft., \$2.95 each.

Mimosa (Silk Tree). A medium-sized, decorative tree giving shade and beauty to any landscape. Needs to be planted with care in a setting worthy of it. 2 to 3 ft., \$1.95 each; 3 to 4 ft., \$1.25 each; 4 to 5 ft., \$1.65 each.

**SOLD OUT
FOR THIS SEASON**

Redbud. A rapid-growing tree with well-shaped, rounded top, reaching about 20 feet in height. It blooms in spring ahead of the leaves. Flowers are rosy pink, pea-shaped, and they come out all along the branches. Combines well with White Dogwood along the edge of a wooded area where it has a natural background to show off the flowers. This is another hardy native American tree that has proved valuable practically all over the country and is therefore a favorite. 2 to 3 ft., 50c each; 3 to 4 ft., 75c each; 4 to 6 ft., \$1.25 each.



PINK FLOWERING CRAB

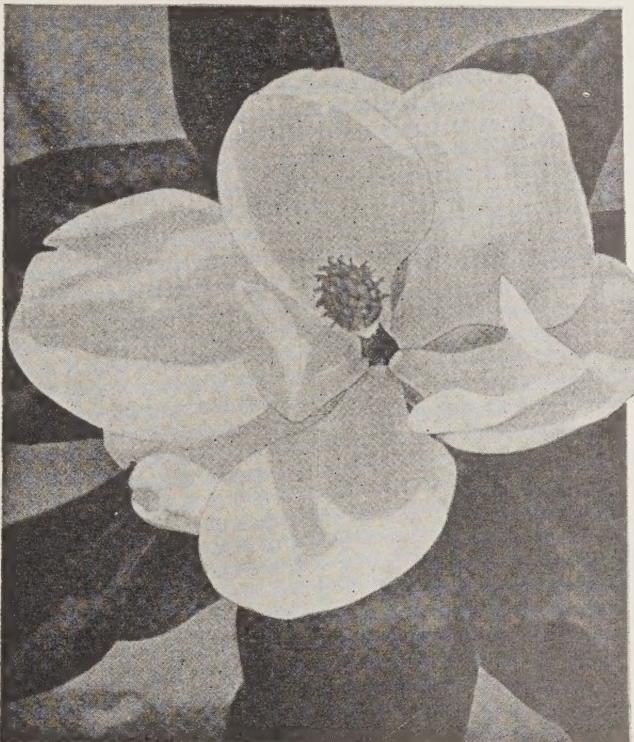


WHITE DOGWOOD

Tulip-tree. A noble American tree often reaching a huge size in its natural surroundings. The leaves are like a stylized tulip shape and the conspicuous yellow flowers also suggest a tulip. The foliage turns yellow in fall. 2 to 3 ft., 50c each.

All plants in this catalog
are sent prepaid.

**RED and WHITE
FLOWERING
PEACH**



MAGNOLIA GRANDIFLORA

HEDGE PLANTS

Privet, Amur River North. Large, glossy green leaves on a very dense-growing plant.

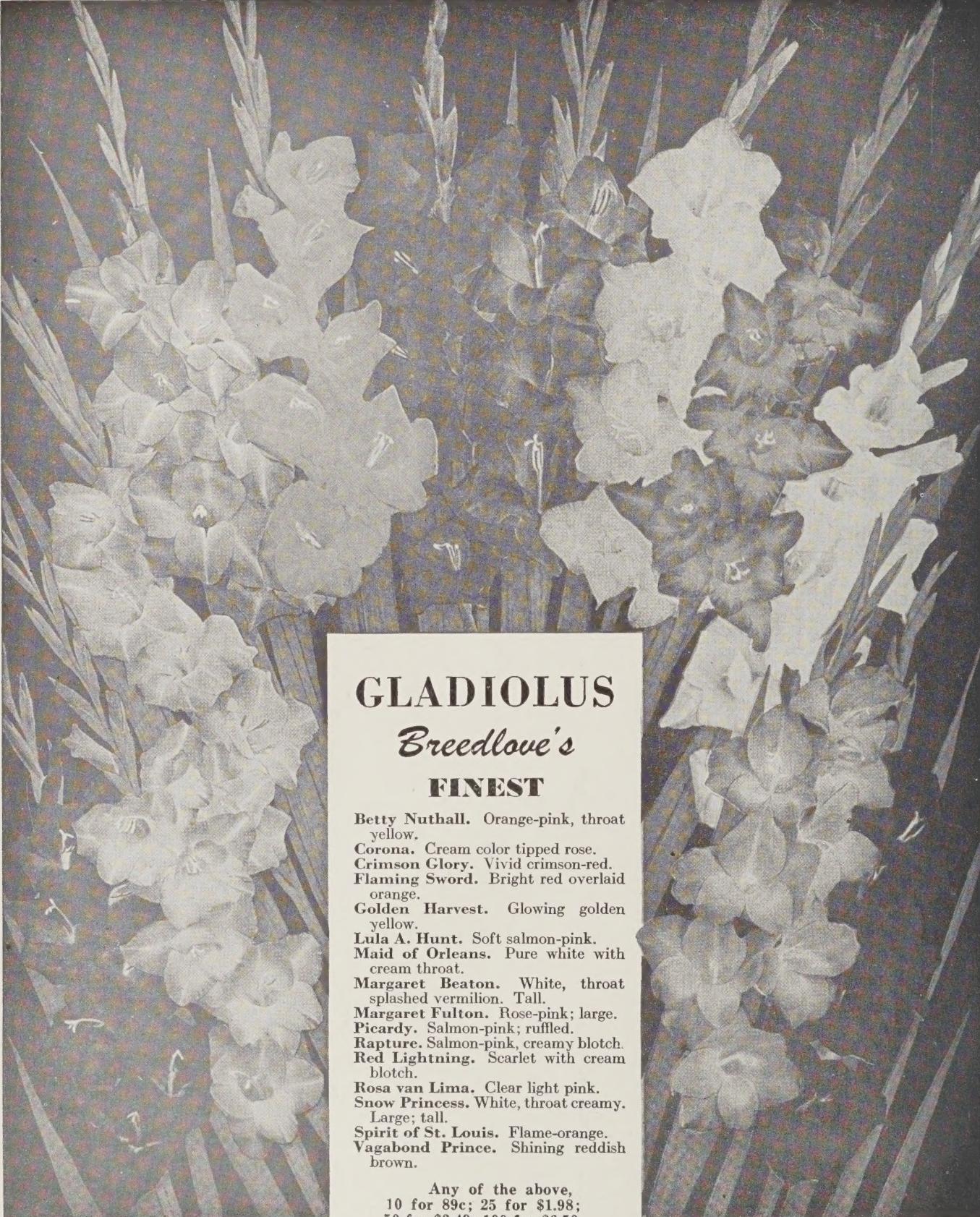
Privet, Amur River South. Slender, spreading branches; dense, evergreen. Blue-black berries in loose clusters.

Privet, California. A very popular hedge plant. Bright green foliage, very compact growing. May be pruned to any size and shape. Grows well anywhere.

Any of the above, 18 to 24 in., 12c each, \$10.00 per 100;
2 to 3 ft., 20c each, \$15.00 per 100

PAMPAS GRASS

A Southern plant to be used as a screen or individual specimen. Forms huge clumps of fine foliage. Beautiful silvery plumes 2 feet long come in the fall. Large clumps, \$2.50 each.



GLADIOLUS

Breedlove's

FINEST

Betty Nuthall. Orange-pink, throat yellow.
Corona. Cream color tipped rose.
Crimson Glory. Vivid crimson-red.
Flaming Sword. Bright red overlaid orange.
Golden Harvest. Glowing golden yellow.
Lula A. Hunt. Soft salmon-pink.
Maid of Orleans. Pure white with cream throat.
Margaret Beaton. White, throat splashed vermillion. Tall.
Margaret Fulton. Rose-pink; large.
Picardy. Salmon-pink; ruffled.
Rapture. Salmon-pink, creamy blotch.
Red Lightning. Scarlet with cream blotch.
Rosa van Lima. Clear light pink.
Snow Princess. White, throat creamy. Large; tall.
Spirit of St. Louis. Flame-orange.
Vagabond Prince. Shining reddish brown.

Any of the above,
10 for 89c; 25 for \$1.98;
50 for \$3.49; 100 for \$6.50

BREEDLOVE NURSERIES • TYLER, TEXAS